

Message Text

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SUBJ: PRELIMINARY REPORT ON CATALOG EXHIBIT ON US PUMPS,
VALVES AND COMPRESSORS IN CALCUTTA ON APRIL 4-6, 1977

1. AS SCHEDULED, A THREE-DAY CATALOG EXHIBITION ON US PUMPS, VALVES AND COMPRESSORS WAS HELD IN CALCUTTA AT PARK HOTEL, APRIL 4-6, 1977. USIS AND THE EASTERN REGION COUNCIL OF INDO-AMERICAN CHAMBR OF COMMERCE GPOPERATED IN ORGANIZING THE CYLALOG SHOW. INPNSIVE PROMOTION BY CONGEN/USIS STAFF AND FAVORABLE PUBLICITY IN LOCAL NEWSPAPERS AND TELEVISION RESULTED IN GOOD BUSINESS RESPONSE. REPRESENTATIVES OF DIFFERENT COMPANIES, INCLUDING FERTILIZER CORPORATION OF INDIA, OIL INDIA LTD, OIL & NATURAL GAS COMMISSION, GARDEN REACH SHIP-BUILDERS AND ENGINEERS LTD., LEADING BUSINESSMEN, INDIGENOUS MANUFACTURERS, CONSULTANTS AND SENIOR OFFICIALS OF VARIOUS GOVERNMENT FIRMS VISITED THE SHOW. IN CONJUNCTION WITH THE CATALOG SHOW, A SYMPOSIUM WAS HELD ON APRIL 5 AFTERNOON. BOTH THE EXHIBIT AND THE SYMPOSIUM WERE WELL ATTENDED. THE CATALOG SHOW WAS SUCCESSFUL IN STIMULATING LOCAL INTEREST IMUS PUMPS, VAGMES AND COMPRESSORS AND IN LOCATING TRADE
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PROSPECTS FOR THE PARTICIPATING 90 AMERICAN FIRMS.

2.THE EXHIBITION WAS INAUGURATED ON APRIL 4 AT 10:30 A.M. BY MR. B.P. PODDAR, PRESIDENT OF THE FEDERATION OF INDIAN CHAMBERS OF COMMERCE & INDUSTRY. AFTER THE INAUGURAL MEETING THE SHOW WAS OPENED TO PUBLIC EVERY DAY FROM 9:00 A.M. TO 5:30 P.M. UNTIL APRIL 6. ITR CUNNINGHAM BROUGHT TWO FILMS

WHICH HAD TO BE SHOWN AT THE USIS AUDITORIUM BECAUSE THEY DID NOT ARRIVE IN SUFFICIENT TIME FOR PRE-CENSORSHIP BY THE INDIAN GOVERNMENT. A SEPARATE SHOWING OF SEVERAL SCIENTIFIC FILMS WAS ARRANGED BY USIS AT THE PARK HOTEL.

3. FOLLOWING ARE THE STATISTICS CONCERNING THE CATALOG EXHIBIT AND SYMPOSIUM:

(I) EXHIBIT

- A. TOTAL NUMBER OF VISITORS: 450
- B. TOTAL NUMBER OF BUSINESS INQUIRIES: 400
(OF WHICH NUMBER OF INQUIRIES SEEKING IMPORTS,
AGENCY/REPRESENTATION, AND TECHNICAL COLLABORATION

IS 200 AND OTHERS ARE REQUESTS FOR SUPPLY OF CATALOGS/SALES LITERATURE.)

- C. NUMBER OF FIRMS RECEIVING INQUIRIES 50

(II) ATTENDANCE AT SYMPOSIUM 40

(III) ATTENDANCE AT THE INAUGURAL MEETING 75

(IV) ATTENDANCE AT APRIL 5 EVENING RECEPTION HOSTED

BY MR. A.T. LIEBOWITZ, CONGEN ECON/COMMERCIAL OFFICER 102

4. ITR E.R. CUNNINGHAM ADDRESSED THE PRESS CONFERENCE ON

APRIL 3

HE WAS PRESENT FOR THE ENTIRE SHOW TO

SUPPLY TECHNICAL INFORMATION TO VISITORS AND HAD A FEW VALUABLE APPOINTMENTS WITH INDIVIDUAL BUSINESSMEN AND GOVERNMENT OFFICIALS INCLUDING COMMERCIAL MANAGER OF BHARAT HEAVY UNCLASSIFIED

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ELECTRICALS. CUNNINGHAM ALSO SPOKE AT A LUNCHEON MEETING ARRANGED BY INDO-AMERICAN CHAMBER OF COMMERCE ON APRIL 6. CUNNINGHAM WAS HARDWORKING AND WILLING TO MEET WITH VISITORS EVEN AFTER BUSINESS HOURS, BUT HIS PERSONALITY WAS NOT AS EFFECTIVE FOR AN ITR AS THAT OF THE REPRESENTATIVE AT THE ELECTRONIC COMPONENTS SHOW. ALTHOUGH KNOWLEDGEABLE IN HIS FIELD, CUNNINGHAM DID NOT ALWAYS OFFER HIS AUDIENCES THE KIND OF REPRESENTATION THAT WOULD HAVE BEEN MOST EFFECTIVE. THIS WAS PARTICULARLY TRUE OF HIS SPEECH TO THE INDO-AMERICAN CHAMBER IN WHICH HE SPOKE ALMOST EXCLUSIVELY ABOUT THE DIFFICULTY OF GETTING AMERICAN FIRMS IN THE PUMPS, VALVES AND COMPRESSORS FIELD TO REPLY TO TRADE INQUIRIES.
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